

# **Issues/Programs Report**

**Third Quarter 2012**

## **Main Focuses:**

**Food Banks at Critical Levels, Viacom vs. DirecTV, The Rising Costs of College Tuition, The Colorado Movie Theater Massacre (And Aftermath), and Gas Prices**

**Prepared by:**

**Nate Smail  
News Director  
WDTV  
10/1/12**

The licensee of station, WDTV-TV, has determined that the issues listed here were of importance to the community during the past three months, and have aired the following programs to address those issues, during the third quarter, dated July 1, 2012 through September 30, 2012.

***Issue #1: Food Banks at Critical Levels***

Date(s)/Time(s) Aired: 7/5-7/6, 7/8, 7/12, 7/20

Appeared on all 5 News shows (Daybreak, Midday, First at 5, 5 News at 5:30, 5 News at 6, and 5 News at 11) on specified dates.

A storm called a derecho hit much of West Virginia on the evening of June 29, 2012. The effects of that continued for several months. One of the biggest issues our state faced in the aftermath of this derecho was food and water for families who lost their homes, as well as their food and supplies. They had to rely on food banks and homeless shelters for nourishment, and very quickly, those banks ran out of supplies. We told viewers about the problem, informed them of how they can help resolve this “emergency” situation, and then updated/reminded viewers about the situation several times in the ensuing weeks.

***Issue #2: Viacom Vs. DirecTV***

Date(s)/Time(s) Aired: July 12-13<sup>th</sup>, July 16<sup>th</sup>, July 22<sup>nd</sup>.

Appeared on all 5 News shows for approximately 1-2 minutes on each date.

Viacom vs DirecTV started a nasty carriage rights battle at the beginning of the third quarter. We reached out to both sides for their take on why dozens of Viacom channels were removed from the DirecTV lineup. We talked to viewers about how they felt; did they want to pay higher prices for these channels, or would they rather go without them if it meant avoiding a fee

increase? We updated viewers a few days later on the status of the negotiations, and finally, alerted people when the situation was resolved, and the channels restored to DirecTV. This story drew a lot of interest, because so many of our viewers depend on satellite TV for their service in our viewing area.

### ***Issue #3: The Rising Costs of College Tuition***

Date(s)/Time(s) Aired: 7/17-7/19.

Appeared on all 5 News shows for approximately 1-2 minutes each, or in the case of election day, the entire shows.

For three days in a row, we analyzed the dramatic tuition increases passed at most local colleges and universities for the upcoming school years. We talked to school officials to find out why they're necessary. We talked to state officials to find out why schools were feeling the pinch from them, and why they were having to make funding cuts. And finally, we talked to students and parents about how hard it was becoming to go to college because of the lagging economy/scarcity of jobs/increasing tuition costs.

### ***Issue #4: Colorado Movie Theater Massacre (And Aftermath)***

Date(s)/Time(s) Aired: 7/20-8/14 (every day); 8/20, 8/24, 9/4.

Appeared on all 5 News shows for approximately 1-2 minutes each.

On July 20<sup>th</sup>, a man walked into a movie theater in Colorado and killed/injured dozens of people. We covered it in-depth just like we would a normal story, since it was the one issue/story that dominated headlines all around the world at the time of the tragedy. We also “localized” this story by doing a story a day for weeks. We talked to local police and movie theaters about how they would change/react to the tragedy. We talked to people around town to see if it made them worry about going to movies or other

public events. We talked to people if it felt like times were changing, and if they felt as safe today as they used to years (or decades) earlier. These are just a few examples of how we “localized” this tragedy. We also have been covering any and all court appearances by the suspect in this case out on Colorado.

### ***Issue #5: Gas Prices***

Date(s)/Time(s) Aired: 8/17-8/18, 8/20, 9/7, 9/25.

Appeared on all 5 News shows for approximately 1-2 minutes each.

Gas prices keep fluctuating, but in mid August, reports starting emerging that suggested gas prices would hit a new record high by the end of the year. We've been keeping an eye on market changes and resulting gas prices, and talking to local people about how the 4 dollar gas prices are affecting how they live/work.